

California Milk

California: The Nation's #1 Dairy State

California is the nation's leading dairy state. Its dairy industry produces more butter, ice cream, yogurt and nonfat dry milk than any other state, and California is the second-largest producer of cheese in the U.S. California's large and growing dairy industry offers a consistent supply of award-winning cheeses, ice cream and other dairy products for retailers, foodservice operators and food products manufacturers.

California's dairy industry is supported by the California Milk Advisory Board (CMAB), an instrumentality of the California Department of Food and Agriculture. The CMAB is one of the largest commodity boards in the United States and has received national acclaim for the effectiveness of its promotional programs. It is funded by California's dairy farmers.

Real California Cheese

The Real California Cheese seal has raised awareness and driven sales for cheese from California across the country. The campaign has been supported by the lovable Happy Cows, who are the public face of California's dairy industry. The Happy Cows ads have won numerous awards, and



perception studies reveal they have been very successful in connecting California with high-quality cheese and dairy products in the minds of consumers.

Real California Milk

The Real California Milk seal was launched in 2007 as part of a new strategic initiative for the California dairy industry. The Real California Milk seal certifies that milk is from local California dairies and that dairy products bearing the seal are made exclusively with California milk. Research has found that consumers across the country prefer dairy products made with California milk, and the seal enables them to easily identify California dairy products at the supermarket.

The seal is used on the full range of dairy products made with California milk, including butter, ice cream and yogurt. In California, the seal also is used on fluid milk. The CMAB is supporting the Real California Milk seal launch with a \$40 million national advertising and promotion campaign featuring the Happy Cows. The milk seal also allows the CMAB to expand its highly successful coupon promotion program to support California dairy products nationally.

California Milk Advisory Board

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